



And:

**AL Media  
222 West Ontario  
Suite 600  
Chicago, IL 60610  
USA**

Product		Contract / Revision 953655 / 1		Alt Order # 25329087	
Deborah Ross					
Contract Dates 10/14/16 - 10/23/16		Estimate # 5340			
Advertiser POL/Deborah Ross for Senate		Original Date / Revision 10/12/16 / 10/17/16			

Demographic	
Adults 35+	
Agency Code	Advertiser Code
Agency Ref	Advertiser Ref
	Product 1/2

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WNCT	10/14/16	10/16/16	Local News @ 6a	6a-7a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		10/10/16	10/16/16	----F--	1	\$200.00							
2	WNCT	10/14/16	10/16/16	CBS This Morning	7a-9a		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		10/10/16	10/16/16	----F--	1	\$175.00							
E 3	WNCT	10/14/16	10/16/16	Price Is Right	11a-12p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
Week:		10/10/16	10/16/16	----F--	2	\$250.00							
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WNCT	10/10/16-10/16/16	Price is Right	11a-12p	-----F-----	:30		\$250.00		NM		
				Credited									
				made good on lines 14-20									
4	WNCT	10/14/16	10/16/16	Local News @ 12p	12p-1230p		:30				NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

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**WNCN**  
 EASTERN NORTH CAROLINA  
 on your side  
**WNCN.com**  
 3221 South Evans Street  
 Greenville, NC 27834  
 (252) 355-8542  
 3221 S. Evans St.  
 Greenville, NC 27834  
 252-355-8500

<u>Contract / Revision</u>		<u>Alt Order #</u>	
953655 / 1		25329087	
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>	
10/14/16 - 10/23/16	Deborah Ross	5340	
<u>Advertiser</u>	<u>Original Date / Revision</u>		
POL/Deborah Ross for S	10/12/16 / 10/17/16		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
Week: 10/10/16 10/16/16 ----F-- 2 \$225.00													
E 5	WNCN	10/14/16	10/16/16	Y&R	1230p-130p		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
		Week: 10/10/16	10/16/16	----F--	2				\$350.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Type</u>		
		2	WNCN	10/10/16-10/16/16	Y&R	1230p-130p	-----F----	:30	\$350.00		NM		
Credited													
made good on lines 14-20													
6	WNCN	10/14/16	10/16/16	Steve Harvey	3p-4p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
		Week: 10/10/16	10/16/16	----F--	1				\$175.00				
7	WNCN	10/14/16	10/16/16	Local News @ 5p	5p-530p		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
		Week: 10/10/16	10/16/16	----F--	2				\$200.00				
8	WNCN	10/14/16	10/16/16	Local News @ 530p	530p-6p		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
		Week: 10/10/16	10/16/16	----F--	2				\$200.00				
9	WNCN	10/14/16	10/16/16	Local News @ 6p	6p-630p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
		Week: 10/10/16	10/16/16	----F--	1				\$500.00				
E 10	WNCN	10/14/16	10/16/16	Local News @ 11p	11p-1135p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
		Week: 10/10/16	10/16/16	----F--	2				\$350.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Type</u>		
		1	WNCN	10/10/16-10/16/16	Local News @ 11p	11p-1135p	-----F----	:30	\$350.00		NM		
Credited													
made good on lines 14-20													
2	WNCN	10/10/16-10/16/16		Local News @ 11p	11p-1135p		:30		\$350.00		NM		
Credited													
made good on lines 14-20													
11	WNCN	10/14/16	10/16/16	Blue Bloods	10p-11p		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				

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**WNCN**  
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 (252) 355-8542

Contract / Revision	Alt Order #
953655 / 1	25329087

Contract Dates	Product	Estimate #
10/14/16 - 10/23/16	Deborah Ross	5340

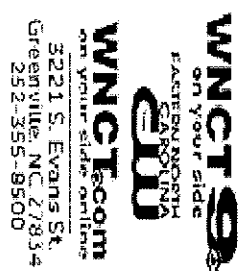
Advertiser	Original Date / Revision
POL/Deborah Ross for Se	10/12/16 / 10/17/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
<b>Week: 10/10/16 10/16/16 ----F-- 1 \$1,500.00</b>													
12	WNCN	10/14/16	10/16/16	48 Hours	10p-11p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	----S-				1	\$500.00				
13	WNCN	10/14/16	10/16/16	60 Minutes	7p-8p		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	----S-				1	\$1,400.00				
N 14	WNCN	10/22/16	10/22/16	ACC Football	12p-330p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S-				1	\$200.00				
N 15	WNCN	10/22/16	10/22/16	SEC Football	330p-7p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S-				1	\$300.00				
N 16	WNCN	10/23/16	10/23/16	Local News Su 6a-7a	6a-7a		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S				1	\$50.00				
N 17	WNCN	10/23/16	10/23/16	Local News Su 7-8a	7-8a		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S				1	\$50.00				
N 18	WNCN	10/22/16	10/22/16	Local News Sa 6a-7a	6a-7a		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S-				1	\$50.00				
N 19	WNCN	10/22/16	10/22/16	Local News Sa 7-8a	7a-8a		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S-				1	\$50.00				
N 20	WNCN	10/19/16	10/21/16	CBS Evening News	630p-7p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	--WTF--				1	\$600.00				
<b>Totals</b>												<b>22</b>	<b>\$7,600.00</b>

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 (252) 355-8542

Contract / Revision	Alt Order #
953655 / 1	25329087

Contract Dates	Product	Estimate #
10/14/16 - 10/23/16	Deborah Ross	5340

Advertiser	Original Date / Revision
POL/Deborah Ross for St	10/12/16 / 10/17/16

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/23/16	22	\$7,600.00	(\$1,140.00)	\$6,460.00
<b>Totals</b>	<b>22</b>	<b>\$7,600.00</b>	<b>(\$1,140.00)</b>	<b>\$6,460.00</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25329087	<b>Changes as of:</b> 10/17/2016 at 2:24 PM	<b>Version:</b> Highlighting Revision 1
<b>CPE:</b> //5340	<b>Flight:</b> 10/13/16 - 10/23/16	<b>Total \$:</b> \$7,600.00
<b>Agency:</b> AL MEDIA	<b>Advertiser:</b> Deborah Ross for Senate	<b>Total Spots:</b> 22
222 W. ONTARIO ST SUITE 600 CHICAGO, IL 60610	<b>Product:</b> Deborah Ross	<b>Total CPE:</b> \$0.00
	<b>Agency Order #:</b>	<b>Total GRP:</b>
	<b>Buyer:</b> BARB OBRZUT	<b>Traffic #:</b> 953655
	<b>Salesperson:</b> DAN BARKER	<b>Separation:</b>
	312-755-3936	
	<b>Primary Demo:</b> Adults 35+	
	<b>Con Type:</b> POLITICAL/VOTE	
	<b>Assistant:</b> MIKIE BASELICE	
	312-755-3854	

Comments: revision replacing NA spots from w/o 10/10.

#	Day/Time	DP	Program	Rate	A3SP Rating	10/13 - 10/17			Total Spots	Total \$	CPP	GRP
						Len	10/13	10/17				
REV-1	Th-F 6a-7a		9 ON SIDE MORNING	\$200.00	0.0	30	1	0P0	1	\$200.00	\$0.00	0.0
REV-2	Th-F 7a-9a		CBS THIS MORNING	\$175.00	0.0	30	1	0P0	1	\$175.00	\$0.00	0.0
REV-3	Th-F 11a-12n		PRICE IS RIGHT	\$250.00	0.0	30	2P1	0P0	1	\$250.00	\$0.00	0.0
REV-4	Th-F 12n-12:30p		9-YR-NEWS @ NOON	\$225.00	0.0	30	2	0P0	2	\$450.00	\$0.00	0.0
REV-5	Th-F 12:30p-1:30p		YOUNG & RESTLESS	\$350.00	0.0	30	2P1	0P0	1	\$350.00	\$0.00	0.0
REV-6	Th-F 3p-4p		STEVE HARVEY	\$175.00	0.0	30	1	0P0	1	\$175.00	\$0.00	0.0
REV-7	Th-F 5p-5:30p		9-YR SIDE NEWS @ 5	\$200.00	0.0	30	2	0P0	2	\$400.00	\$0.00	0.0
REV-8	Th-F 5:30p-6p		9-YR SIDE NEWS @ 530	\$200.00	0.0	30	2	0P0	2	\$400.00	\$0.00	0.0
REV-9	Th-F 6p-6:30p		9-YR SIDE NEWS @ 6	\$500.00	0.0	30	1	0P0	1	\$500.00	\$0.00	0.0
REV-10	Th-F 11p-11:35p		9-YR-SIDE NEWS @ 11	\$350.00	0.0	30	2P0	0P0	0	\$0.00	\$0.00	0.0
REV-11	F 10p-11p		BLUE BLOOD-CBS	\$1,500.00	0.0	30	1	0P0	1	\$1,500.00	\$0.00	0.0
REV-12	Sa 10p-11p		48 HOURS	\$500.00	0.0	30	1	0P0	1	\$500.00	\$0.00	0.0
REV-13	Su 7p-8p		60 MINUTES	\$1,400.00	0.0	30	1	0P0	1	\$1,400.00	\$0.00	0.0
REV-14	Sa 12n-3:30p		ACC Football	\$200.00	0.0	30	0P0	0P1	1	\$200.00	\$0.00	0.0
REV-15	Sa 3:30p-7p		SEC Football	\$300.00	0.0	30	0P0	0P1	1	\$300.00	\$0.00	0.0
REV-16	Su 6a-7a		Weekend Morning Edition	\$50.00	0.0	30	0P0	0P1	1	\$50.00	\$0.00	0.0
REV-17	Su 7a-8a		Weekend Morning Edition	\$50.00	0.0	30	0P0	0P1	1	\$50.00	\$0.00	0.0
REV-18	Sa 6a-7a		Weekend Morning Edition	\$50.00	0.0	30	0P0	0P1	1	\$50.00	\$0.00	0.0
REV-19	Sa 7a-8a		Weekend Morning Edition	\$50.00	0.0	30	0P0	0P1	1	\$50.00	\$0.00	0.0
REV-20	W-F 6:30p-7p		CBS Evening News	\$600.00	0.0	30	0P0	0P1	1	\$600.00	\$0.00	0.0
TOTALS:						15	7		22	\$7,600.00	\$0.00	0.0

*changed ad  
date to  
10/23  
from 10/10*



125 West 55th St  
New York, NY 10019

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<b>CPE:</b> //5340	<b>Flight:</b> 10/13/16 - 10/23/16	<b>Total \$:</b> \$7,600.00
<b>Agency:</b> AL MEDIA	<b>Advertiser:</b> Deborah Ross for Senate	<b>Total Spots:</b> 22
222 W. ONTARIO ST SUITE 600 CHICAGO, IL 60610	<b>Product:</b> Deborah Ross	<b>Total CPE:</b> \$0.00
	<b>Agency Order #:</b>	<b>Traffic #:</b> 953655
	<b>Buyer:</b> BARB OBRZUT	<b>Separation:</b>
	<b>Salesperson:</b> DAN BARKER 312-755-3936	
	<b>Office:</b> CHICAGO	
	<b>Primary Demo:</b> Adults 35+	
	<b>Con Type:</b> POLITICAL/VOTE	
	<b>Assistant:</b> MIKIE BASELICE 312-755-3854	

Special Instructions	
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Date/Time	Added by	Comment
10/17/16 2:24 PM	CHAISE WOOLSEY	revision replacing NA spots from w/o 10/10.
10/12/16 12:26 PM	MACKENZIE PURCELL	New political order for Deborah Ross. Total is \$7,600. Schedule runs Thursday 10/13 thru Sunday 10/16.

Competitive Information	
Market Budget:	\$30,400
WNCT Share:	25%
Comment:	
WCTI:	22%
WFXI:	16%
WITN:	37%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	22	\$7,600.00	N/A	0.0
Total	100%	22	\$7,600.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Oct	22	\$7,600.00
Total	22	\$7,600.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Revision	10/17/16 2:24 PM	CHAISE WOOLSEY	Revised	3		\$0
Queued for Electronic Contracting	10/12/16 12:49 PM					\$0
New	10/12/16 12:26 PM	MACKENZIE PURCELL	Confirmed	19		\$7,600.00

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.